

IN THE CLAIMS:**1. - 38. *cancelled***

39. (*currently amended*) A method of correlating information between a call center associated with a subscriber and a packet network linked in an on-going interactive communication session with a user, the correlation occurring at a network service platform coupled to both the packet network and a telecommunications network, the method comprising:

receiving information over the packet network at a the network service platform from the packet network, the received information corresponding to at least one characteristic of the on-going interactive communication session;

~~communicating by~~ transmitting the received information from the network service platform ~~information corresponding to at least one characteristic of the interactive communication session~~ to the call center over a the telecommunication network;

based on the at least one characteristic, establishing a telecommunications session between the user and the call center over the telecommunication network;

maintaining a continued association between the user and the packet network through the on-going interactive communication session during the established telecommunications session, including passing information between the on-going interactive communication session and the established telecommunications session through the network service platform;

receiving a page push signal at the network service platform, the page push signal corresponding to at least one of a plurality of web pages; and

pushing the at least one of the plurality of web pages corresponding to the page push signal to the user during the interactive communication session.

40. (*currently amended*) The method according to claim 39, wherein establishing the telecommunications session between the user and the call center comprises

establishing a first call from the network service platform to the call center;

establishing a second call from the network service platform to the user; and

bridging the first call with the second call through the network service platform so that the telecommunications session between the user and the call center over the voice network can be established.

41. *(currently amended)* The method according to claim 39, wherein the at least one characteristic of the interactive communication session includes at least one of an identity of the subscriber and a subject matter associated with the on-going interactive communication session.

42. *(previously presented)* The method according to claim 39, wherein receiving information over the packet network includes receiving information transmitted over the packet network using a uniform resource locator (URL).

43. *(currently amended)* The method according to claim 39, wherein ~~communicating~~ transmitting the received information corresponding to at least one characteristic of the on-going interactive communication session, comprises:

transforming, at the network service platform, the received information into a form suitable for placing a call over the telecommunications network to the call center, the call being routable by the call center in accordance with the received information ~~corresponding to at least one characteristic of the interactive communication session.~~

44. *(currently amended)* The method according to claim 43 wherein transforming the information into a form suitable for placing a call over the telecommunications network comprises

using a database containing at least one entry from information corresponding to at least one characteristics of the on-going interactive communication session and at least one entry corresponding to a communications number for the call center.

45. *(previously presented)* The method according to claim 44 wherein the at least one entry corresponding to a communications number for the call center includes a dialed number identification service (DNIS) code.

46. *(currently amended)* The method according to claim 44 wherein the at least one characteristics of the on-going interactive communication session includes at least one of an identity of the subscriber and a subject matter associated with the on-going interactive communication session.

47. *(previously presented)* The method according to claim 43 wherein transforming the received information into a form suitable for placing a call over a telecommunications network to the call center comprises:

transforming the received information into a dialed number identification service (DNIS) code.

48. *(currently amended)* The method according to claim 39, wherein ~~communicating~~ transmitting the received information corresponding to at least one characteristic of the on-going interactive communication session comprises:

sending audio signals representing the received information from the network service platform to the call center.

49. *(currently amended)* The method according to claim 48 wherein sending audio signals representing the received information to the call center comprises:

transforming, at the network service platform, the information into audible sounds; and

playing the audible sounds over a telecommunications connection established between with the call center and the network service platform.

50. *(currently amended)* A method of correlating information between a call center associated with a subscriber and a packet network linked in an interactive session with a user, comprising:

receiving information over the packet network at a network service platform from the packet network, the received information corresponding to at least one characteristic of the interactive communication session;

~~communicating by transmitting the received information from~~ the network service platform ~~information corresponding to at least one characteristic of the interactive communication session~~ to the call center over a telecommunications network;

based on the at least one characteristic, establishing a telecommunications session between the user and the call center over the telecommunication network;

maintaining a continued association between the user and the packet network through the on-going interactive communication session during the established telecommunications session, including passing information between the on-going interactive communication session and the established telecommunications session through the network service platform; and

pushing at least one web page to the user during the on-going interactive communication session based on an interaction between the network service platform and the call center while the telecommunications session between the user and the call center is being established.

51. (currently amended) The method of claim 50 wherein establishing the telecommunications session between the user and the call center comprises
 establishing a first call from the network service platform to the call center;
 establishing a second call from the network service platform to the user; and
 bridging the first call with the second call so that the telecommunications session between the user and the call center over the voice network can be established.

52. (currently amended) The method according to claim 50, further comprising:
 receiving a page push signal at the network service platform, the page push signal corresponding to at least one of ~~the~~ a plurality of web pages; and
 pushing the at least one of the plurality of web pages corresponding to the page push signal to the user during the on-going interactive communication session.